

IKE, ESTES WIN YOCO PRIMARY

Taft, HST Run 2nd

—Story on Page 2



Yoco's Favorite Sons—General Dwight D. Eisenhower (left) and Tennessee's Senator Estes Kefauver were voted the favorite candidates for their parties' presidential nominations by Yoco students in the JAMBAR poll taken over the past two weeks. Ike rolled up the biggest single tally, taking a big lead over Ohio's Senator Taft. Kefauver was closely followed by President Truman.—Story on page 2.

Republicans Register Heaviest Vote MacArthur, Stevenson 3rd Choice

General Dwight D. Eisenhower and Senator Estes Kefauver of Tennessee scored clear-cut victories in the JAMBAR'S Yoco Primary which closed last night. Ohio's Senator Robert A. Taft and General Douglas A. MacArthur followed Eisenhower as the choices of Republican voters, who cast more than 63 per cent of the total vote. President Harry S. Truman and Illinois' Governor Adlai Stevenson took second and third place in the Democratic balloting.

The poll was conducted by JAMBAR staff members and included both day and night students as well as teachers. In addition, 21 ballots were received from students who filled in the sample ballot printed last issue.

Of the total of 420 students and teachers polled, 264 registered Republican votes to 156 for the Democrats. Eisenhower captured 52 per cent to 31 per cent for Taft and seven per cent for MacArthur. Harold E. Stassen and Governor Earl Warren of California, the only other names on the Republican ballot, each had five per cent of the vote. There were no write-ins.



Gen. MacArthur Gov. Stevenson
Third Place Winners

The complete results in the Republican race were:
Gen. Eisenhower 136
Gen. MacArthur 19
Harold Stassen 13
Sen. Taft 82
Governor Warren 14

Taft Strong At Night

Poll-takers reported that Taft-MacArthur sentiment was strongest with the night students, while Eisenhower rolled up his heaviest vote from full-time students.

Of the 156 Democratic votes cast, Kefauver led with 40 per cent, while 30 per cent of those polled were in favor of drafting Truman and 10 per cent wanted to draft Stevenson. Sen. Russell, W. Averell Harriman, and Chief Justice Vinson divided the remaining 20 per cent. Sen. Kerr, whose name appeared on the ballot, did not receive any votes.

The Democratic results were:
Sen. Kefauver 63
Sen. Russell 10
Justice Vinson 2
Averell Harriman 13
Gov. Stevenson 17
President Truman 47

(Continued on Page 8)



Sen. Taft

Pres. Truman

Ran Second in Presidential Preference Poll

Should Register Today For Final Draft Test

Major General Lewis B. Hershey, Director of Selective Service, has announced an additional Selective Service College Qualification Test to be held May 22 at 1,000 testing centers for the benefit of students prevented by illness, emergencies or some other reason from taking the test on December 13, 1951, or April 24 of this year.

Officers at National Headquarters said they could not emphasize too strongly that students who have an admission ticket for either the December 1951, or April 24 test which they failed to use on the assigned date must submit a new application if they wish to take the May 22 test.

The old admission ticket, they pointed out, will not admit a student to the May 22 test. He must make application for and receive a new admission ticket.

Application blanks for the May 22 test may be obtained by students from the nearest local board. They do not have to return home to the local board which has jurisdiction over them. Application for the May 22 test should be mailed as soon as possible to the Educational Testing Service, Princeton, New Jersey. Applications postmarked later than midnight May 10, 1952, will not be accepted.

To be eligible to take the Selective Service College Qualification Test, an applicant, on the testing date (1) must be a selective service registrant who intends to request deferment as a student; (2) must be satisfactorily pursuing a full-time college course — undergraduate or graduate — leading to a degree; (3) must not previously have taken the test.

Campus Survey Finds Collegians More Serious

"A major change is taking place on college campuses over the nation. 'Rah-rah' exuberance is giving way to sober purposefulness and hazing is being replaced by acts of community service. Today's college student is more mature, responsible and studious than his predecessors."

So reports Robert Stein, editor and author, after surveying more than 100 colleges and universities and talking with college presidents, deans, professors, guidance counselors and students. He describes his findings in an article on "How Wild are College Students?" in the May issue of U.S.A., the Magazine of American Affairs.

Most Steady

"Unfortunately," says Mr. Stein, "an account of several dozen brawling, rioting students makes more dramatic reading than the story of 2½ million young men and women quietly and efficiently going about the business of learning." That's the reason, he explains, why the big change sweeping over college campuses has gone almost unnoticed.

One clear evidence of the new atmosphere is revealed in the decline of hazing and prank-playing and the diversion of energies they formerly consumed to such acts as putting up student dormitories, painting and repairing homes of needy families, and performing other community services, Mr. Stein writes.

Names Ohio School

He cites Wilmington College in Ohio, where students put in up to 400 hours each in constructing a \$200,000 dormitory, which, because of their free labor, cost the school less than \$18,000.

College authorities are in general agreement, he found, that despite headlines about campus disorders today's undergraduates are serious, sober and hardworking. They are more than earlier students. They have high ideals, level heads, and are solemnly preparing, with the confidence and courage of youth, for the "grave responsibilities which will soon be theirs," he concludes.

Grad Wins Medal In Korean Action

WITH THE 3d INFANTRY DIV. IN KOREA - First Lt. Asher W. Sweeney, of Salem, Ohio, recently was awarded the Bronze Star Medal for meritorious achievement in Korea.

Sweeney was cited for the period of Oct. 20, 1951 to April 3, 1952, when he was assistant staff judge advocate to the 3d Infantry Division.

Was Pacific Vet

A veteran of service in the Pacific during World War II, Sweeney was recalled to active duty in November 1950 and came to Korea in August 1951.

He is a graduate of Youngstown College and the Duke University School of Law. He was formerly employed by the Republic Steel Corporation, Youngstown, Ohio.

His parents, Mr. and Mrs. Walter W. Sweeney, live at 465 N. Ellsworth Ave. in Salem.

Accounting Fraternity Plans Dinner Dance

Alpha Tau Gamma, honorary Accounting fraternity, will hold its Semi-Annual Dinner Dance for members and their guests at the El Rio on Sat., May 17, at 6:30 p.m. Guest speaker for the evening will be Mr. Robert Edie, a local public accountant.

Fraternity pins will be awarded to members who have earned them, and accounting scrolls will be presented to graduating seniors.

Special guests will include President and Mrs. Howard W. Jones, Dr. Joseph E. Smith and Mrs. Smith, and members of the alumnae and their guests.

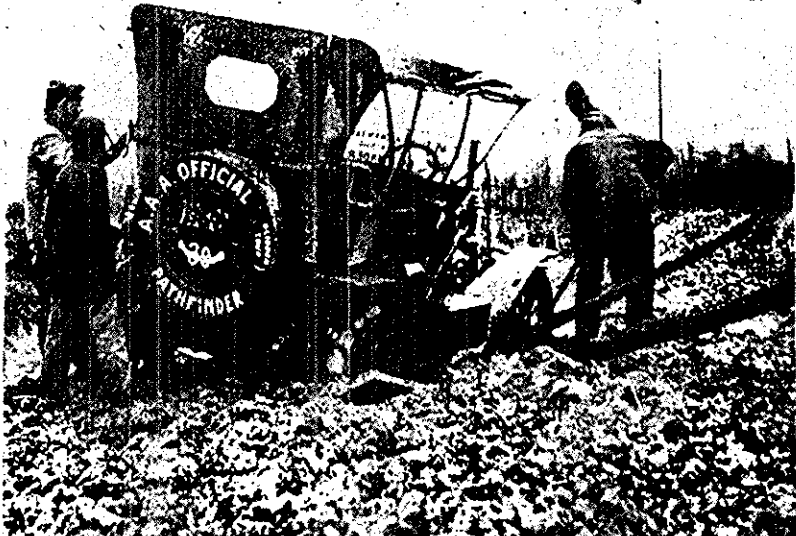
Reservations are being taken by the program chairman, Joseph C. Galich.

CHANGE IN DATE OF COMMENCEMENT.

The date for commencement exercises to be held at Stambaugh Auditorium has been changed from Friday, June 6, to Wednesday, June 4. All graduating seniors should note this change.

Joseph E. Smith, Dean

AAA Celebrating Golden Anniversary



An example of one of the "muddy tours" sponsored by the AAA to further the cause of better roads. This is one of the many services of the organization, which is currently celebrating its 50th Anniversary.

A Pioneering American institution is celebrating its Golden Anniversary this year. The American Automobile Association, now with 741 affiliated clubs and three and a half million members, helped to usher in the "Motor Age" and for half a century has championed the cause of highway travel.

Events in celebration of the AAA's Golden Jubilee have been scheduled throughout the year. The U.S. Post Office Department has issued a special commemorative stamp bearing the familiar oval AAA insignia.

The Association was organized in Chicago, March 4, 1902, by representatives from nine independent

motor clubs. Banding together, they presented a solid front against problems confronting the nation's 23,000 motorists.

At that time, fivory stable owners were reluctant to house a motor vehicle overnight, city fathers prohibited the use of the noisy flivvers in public parks, and ferry-boat captains refused to transport the peculiar contraptions for fear that they would blow up.

In 1905, the first AAA-sponsored Glidden Tour was staged. Until 1915 when the practicality of the auto had been generally accepted, these mud and dust expeditions did much to popularize motor touring and promote better roads.

Survey Shows Business Is Seeking College Men

Cleveland, O. - (I.P.) Western Reserve University has announced completion of the first phase of a long-range study to determine how many of the students now attending northeast Ohio high schools will want to attend one of the area's 13 colleges. Incorporated in the survey is a detailed study of jobs in business and the professions in relation to higher education.

Executives of 47 northeastern Ohio firms, varying in size from 30 to 16,000 employees, were interviewed as to their present and probable future need for college graduates. Represented among the firms was at least one company from each of the 38 major types of business industry found in the U.S.

Employers told Western Reserve researchers, headed by Dr. R. Clyde White, director of institutional research here, that they would double the number of college graduates on their payrolls if such qualified workers were available. Employers note that besides being prepared technically for a certain job, the college-educated employee assumes responsibility better, has greater promotional potential, and is more mature than fellow-workers with less education.

Estimates of the number of additional college graduates now needed in northeast Ohio include: manufacturing, 31,300; transportation,

communications and utilities 2,700; wholesale and retail 12,900; financial, insurance and real estate, 2,600.

As a result of this study, the part of business, the study reveals, high school students are becoming increasingly aware of the importance of a college education as the means to a successful career in industry. The promise of success now far outstrips that of previously high-ranking prestige and cultural the prevailing motive to attend college.

SENIORS!

Candidates for graduation in 1953 (February, June or August) should make application now. The fee is \$7.00 if the application is received before the beginning of the fall semester. Applications should be turned in to the Office of the dean, Room 110.

'Students Need Big Voice:' NSA

by Elaine Casey

More Student voice in Academic areas was called for when the National Student Association held its regional convention April 27, 28, at Antioch College, Yellow Springs, Ohio. Joann Kerola, chairman of the NSA committee here, Jack Shea, Nancy Mock, Rosemarie Buccieri, Bernard Paluszak, and Elaine Casey represented Student Council at the conference.

Group discussions and workshops were conducted Saturday afternoon and evening to study the various types of problems confronting the college student. Afternoon sessions discussed Student Responsibility Problems. Problems on the agenda were, the advantages and disadvantages of college curfew; whether students should have the right to voice their opinions in academic areas; and the right of students to evaluate teachers.

In the summary session the following points were made: 1-Students should have the right to voice opinion in academic area, but should not have the final word. 2-Joint faculty-student committee should have final word in academic matters. 3-Students should have intensive orientation as freshmen.

Gradual change in curfew rules and privileges should be planned. 4-Students should have right to evaluate teachers and present these evaluations to faculty. Other groups discussed Student Faculty Relations and Student Publications.

Evening workshops were conducted, featuring as main topics, The Honor System, Faculty Evaluation, Techniques of Publishing a Daily Paper, The Community Government and How it Operates, and What is NSA.

Election of regional officers was postponed until the National NSA Convention, which is being held at the University of Indiana in August.

Youngstown Playhouse Comedy Opens Tonight

John van Druten's comedy, "There's Always Juliet," opens tonight as the final play of the Youngstown Playhouse schedule. The previously announced "Suds in Your Eye" was postponed because of technical difficulties.

"There's Always Juliet" was van Druten's first big hit. His latest play, "I Am A Camera" recently received a New York Drama Critics' Circle Award as the best American play of the year. Van Druten also wrote "The Voice of the Turtle" and "I Remember Mama" both performed at the Playhouse last season.

New College Mag Ready; Seeking On-Campus Reps

COLLEGE LIFE, something new in the magazine field - a national collegiate magazine - will make its first appearance in October. The bi-monthly publication will feature articles by professional writers and experts on such topics as job opportunities, vacations, fellowships, dating problems and clothes.

In addition it will seek original photographs, poems, short stories feature articles and drawings from gifted college students.

With a potential audience of over two million, COLLEGE LIFE will be distributed via subscription and newsstand sales. The magazine has openings at present for campus reps to serve as combination subscription salesmen, correspondents and talent scouts.

PAY GOOD

Reps will receive good pay for performing all three functions.

Students interested in applying for the campus rep positions should write COLLEGE LIFE at 175 Fifth Avenue, New York, 10, N.Y. at once. They should have at least one year of college remaining. Applicants should list major courses they have taken and extra curricular experience.

Chemistry Frat Elects Officers

At the last meeting of Phi Epsilon, honorary chemistry fraternity, held on April 29, 1952, the new officers for the coming year were elected. These officers are: President, Emery Braidich; Vice President, Richard Brush; Secretary, Frank Linsley; and Treasurer, Robert Somich.

The retiring officers are Robert DeWitt, Ted Kaszubowski, Emery Braidich, and Bernard Paluszak; president, vice president, secretary, and treasurer respectively. The new officers will take office at the first business meeting in May to be held on May 13, 1952.

JAMBAR Captures 4 Awards At College Newspaper Meet

The JAMBAR won four awards at the Ohio College Newspaper Association Convention held in Columbus April 25-26. A first and third in Advertising and a second in Newswriting were received in the individual awards, while the JAMBAR received First Honorable Mention in the Bi-Weekly newspaper class.

Jambar Editor Jim McFadden, Business Managers Henry Brock and Don Baynes, and Advisor Prof. Harold R. Crites attended the convention, and participated in the discussions covering various problems of college newspapers.

In dominating the Advertising awards, the JAMBAR received praise from the judges for the effective use of spacing in its advertising layouts. The first-place winner was a Strauss-Hirschberg ad, and the third-place entry was from the G.M. McKelvey Co.

The second-place award in News-writing was received for the story headed "Campus Groups Push Building Fund", which covered this year's Library Drive, in the February 29 issue of the JAMBAR. The Ohio State Lantern, the State's best daily college paper, was the first-place winner.

In the Bi-Weekly class, the Mount Seton Journal took top honors for the second straight year, while Steubenville placed second and Antioch third, before Youngstown's Honorable Mention.

British Schools Seek U.S. Grads

Five of Britain's leading universities are offering places to American graduate students in this year's Summer School Program. The courses are offered in subjects for which the universities concerned - Birmingham, London, Nottingham, Oxford and St. Andrews - are recognized as authorities.

The courses are intended chiefly for teachers, post-graduate students, and other qualified men and women, but are also open to undergraduate students in their senior year.

By arrangement with the student's own university, the courses can be credit-bearing, and a certificate to this effect will be issued by the British university on completion of the course.

The cost, including tuition, meals and residence, ranges from \$169 - \$201.60. A limited number of tourist passages from \$160 - \$179 each way have been reserved by the Cunard White-Star Line for American students attending the courses.

Businesses Asked To Aid Schools

"Business enterprises must find a way to support the whole educational program effectively, regularly - and NOW."

With this resolution, the National Association of Manufacturers has launched a nation-wide campaign to get businessmen to come to the financial aid of America's public and private schools.

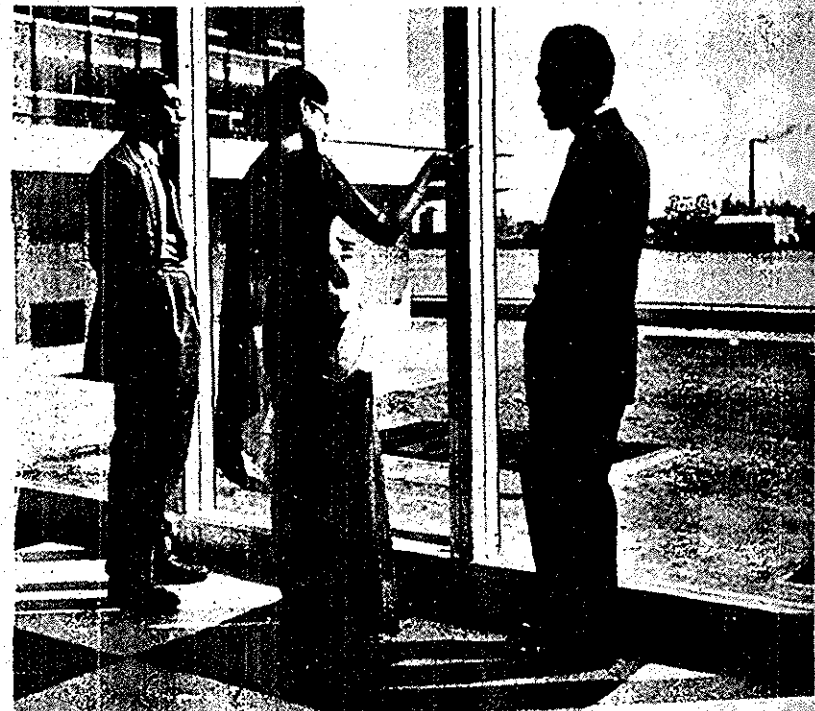
The NAM's campaign, reported to have the approval of leaders in education, the professions, and in industry was announced by Earl Bunting, managing director. In letters to the more than 17,000 members of the association, Mr. Bunting asked each to take the lead in a drive to aid both public and private schools in his own community and also "to arouse other businessmen to do their part."

Long Interested

Mr. Bunting's appeal revealed that the NAM, which for years has voiced industry's interest in education.

(Continued on Page 6)

Foreign Students Visit U. N.



Japanese and Indian exchange students visiting the United Nations Headquarters in New York. Such visits are sponsored by the Institute of International Education in the interest of World Peace.

Say Exchanges Aid World Peace

International exchange programs have been stepped up during the past year in a vital effort toward world peace, according to the 33rd Annual Report of the Institute of International Education. The Institute, which is the largest private agency in the field of exchange of persons, says that not only more people, but more kinds of people, are being exchanged now than ever before.

The Institute report, issued recently shows a steady increase in the number of foreign students in U.S. colleges and American college students in foreign institutions, and a great increase in the number of "specialists" exchanged.

"Exchange of specialists if well planned can help bring fast and specific results for some of the crucial problems faced by peoples today," commented Kenneth Holland, President of the Institute. "Urgent needs around the world for improvement of industry and agriculture, health and education lie behind the current strong interest in special exchange programs for advanced personnel."

Exchange Growing

"Exchange programs," Mr. Holland stated, "are being increasingly fostered as a means of (1) helping underdeveloped countries to help themselves economically (2) providing personal experiences to combat world-wide communist propaganda offensives (3) developing mutual understanding between the U.S. and foreign countries and (4) offering foreign representatives new insights into the freedoms of democracy."

The report also contains letters from Pandit Jawaharlal Nehru, Prime Minister of India, and Konrad Adenauer, Chancellor of the German Federal Republic, praising international exchange as a valuable weapon for peace.

Much of the fear in the world today "is based on ignorance and lack of knowledge," Nehru commented. "Whatever creates better understanding between nations is, therefore, valuable not only for its own sake, but also as a means for easing international fear and tension. Stressing the particular value of

U.S. - Germany exchanges today, Chancellor Adenauer stated, "The benefit derived from the fact that so many young German men and women were offered the opportunity not only to study in America but also at the same time to become familiar, through observation, with the way of life of such a great democratic country cannot be over-emphasized. I am, furthermore, convinced that every type of international exchange is a decisive factor in overcoming the prejudices that were built up during the tragic past, and in bringing forth young people who have an understanding of other peoples and of the need for international cooperation in the spirit of freedom and peace."

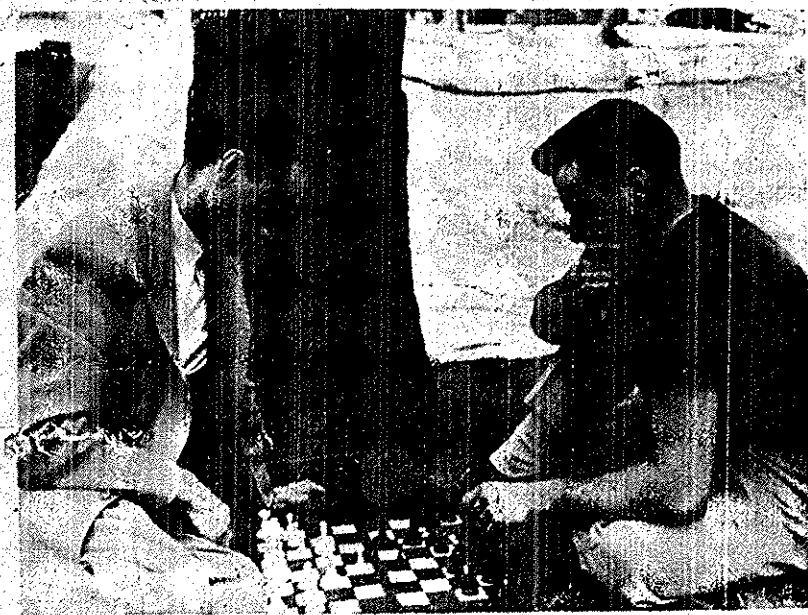
The Institute, a non-profit agency is now endowed. Major administrative grants were received last year from the Carnegie Corporation, the Ford, the Rockefeller, the Commonwealth, the Grant, and Doris Duke Foundations. One hundred and nineteen colleges and universities in the U.S. are contributing associates of the Institute, as are a number of business corporations.

U. S. Need for Scientists Has Increased Sharply

Demand for personnel in most of the natural sciences has increased sharply during the past year. The rise in demand has been greatest in science specialties directly involved in defense production and research. But more scientific personnel are also needed in teaching, administration, writing, technical sales, inspection, and many other related fields of activity.

The demand for personnel in the natural sciences as a whole is expected to exceed the supply, but the outlook differs somewhat by specialty.

Do You Want to Join the Party?



Are you a chess player? Have you been looking for someone to match wits with? All you have to do is to join the Yoco Chess Club, which was started by Col. Robert Stacy. The club meets anytime after 5 p.m. on Thursday in the Military Science lab behind Pollock Hall.

Above, Dr. Gordon W. O'Brien demonstrating to Jim McFadden how easy it is to win from a beginner.

THE JAMBAR

Scripps-Howard Award
"BEST BI-WEEKLY IN OHIO," 1940, 1941, 1948 and 1949

EDITOR JIM McFADDEN (Ph. 4-5753)
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Member: Ohio College Newspaper Association National Advertising Representative: National Advertising Service, Inc., 420 Madison Ave., New York 17, N. Y.

How to be a Candidate

Now that it is certain Yoco prefers Ike and Estes, and fairly certain that this will be called "sour grapes", we would like to comment on the choices and the general political situation in what will have to be our last political editorial.

In the first place, it seems that the way to become the most popular presidential candidate is to either get on T-V or keep your mouth shut. Now we admit that T-V is a fine thing, and that silence is very often golden. However, good T-V actors do not necessarily make good presidents, and Kefauver has no great record, either in government or foreign affairs, to entitle him to the job.

Also, silence on vital national and international affairs cannot be considered a sign of wisdom, as some of Eisenhower's backers would have us believe. As a matter of fact, it is a sign of either ignorance or deceit. He either doesn't know what to say, or is keeping quiet on the assumption that Americans are dumb enough to vote for him anyway. The fact that he is right in no excuse for taking acalculated advantage of us.

How DOES Ike Feel?

Speaking of Ike, there has been considerable comment on the state of his health recently. Naturally, up goes the cry from his supporters that this is just a smear campaign. We hope it is - we hope the general is in perfect health. But we can't help but remember that, in 1944, F.D.R. passed himself off as a healthy specimen when, in fact, he knew that he was a dying man. It was through this fraud that H. S. Truman got to be president. Therefore, we would like to see a national custom established of having all presidential candidates submit to a complete physical examination before a board of impartial medical experts before they are allowed even to declare themselves available. Such an examination would stop this "campaign" against Ike.

After all, if there is nothing to it, then he has nothing to worry about. And if there is, then we ought to know, not only about Ike, but about Taft, Estes, Mac, and all the rest.

Time for Thanks

Just a quarter of a century ago, on May 20, Charles A. Lindbergh made his historic flight nonstop from New York to Paris. No youth in American history ever received the welcome he got on his return. Few have suffered as he did in those terrible months during which the whole nation was aroused by the kidnapping and death of his son. And no one, to our knowledge, got a dirtier deal from Franklin Delano Roosevelt.

Why did F. D. R. try to ridicule and smear Lindy, along with W. W. I. "Ace" Rickenbacker and General Wood? Perhaps because they all undeniable patriots, were against the war that Roosevelt needed to stay in power. At the same time he was promising "again and again" that our boys would never fight on foreign soil, he was calling those who wanted to put teeth in those empty words - men like Lindbergh - "copperheads".

Roosevelt, who had hated Lindy since 1934, when the great flier had warned against the Air Force flying the mails (he was right - after considerable deaths, the idea was dropped), sent him to Europe in 1940. The war was already on.

When he came back, after investigating the situation first hand he had this to say, and we quote:

"Unless we stay out of this war, and use our best efforts to bring about peace between England and Germany, the United States will be bankrupt, Europe will be prostrate, and the Asiatic hordes (Russia) will be in a position to move westward when they please."

He didn't stop at this all-to-prophetic statement, however. A few months later, he made an inspection of the German Luftwaffe, and was instrumental in stepping up our own aircraft out-put to meet the threat - the same force that was to be the ruination of Hitler.

For all this, he received the name "appeaser". Now, when we can view his record in a sober, "morning-after" atmosphere, perhaps we will realize that the "Great Isolationist" was really a Great American. Perhaps it would be a good idea to set aside May 20 as "Lindbergh Day", and pay our debt to this man, now living quietly in Connecticut with his wife and five children, who sacrificed greater fame and good name than most us will ever attain for country.

Photopinions

by Shirley Blake

Question: What is your opinion of Photopinions?

Bill Theodore, Sr.



After reading the JAMBAR and this column for four years, I have come to the definite conclusion that this column is very necessary to the paper and to the morale of the students. It gives a chance for all students to express themselves, and gives even the most inactive student a chance to contribute to the paper. The questions might be better - how about "Should we have more national fraternities on the campus?"

Joe Potkanowicz, Fresh.

To give my opinion on Photopinions is easy being a freshman it gives me an opportunity to get acquainted with my fellow students, not only by their picture and names in the JAMBAR but by their opinions they express on different questions. The question in each issue are fair and just.



Gladys Cerano, Fresh.

It is a good idea that the JAMBAR has this column, because it gives many students a chance to express their ideas on matters which are of interest to the majority of the student body. It is also a good idea to have a photo beside each opinion, because it makes the column more readable.



Dolores Gozik, Jr.

The varied topics chosen for Photopinions bring out many viewpoints felt by the students of Yoco. Going to the other extreme, the topics could be about something which the students would appreciate. Too many of the questions are irrelevant as far as many of the students are concerned.



Joe Dailey, Sr.

In about three years of Photopinions, I've found most of the answers to be well-thought-out statements for or against the controversial questions presented. Of course, about one in ten just blow off steam, but is good for a laugh. The only criticism I would give is that the questions should be more current and on campus issues, creating a more active interest in campus activities and problems.



Fran Restelli, Soph.

I think Photopinions is a very interesting column for you not only learn what your fellow students think about certain issues, but you also become better acquainted with their faces. Both negative and positive answers are always given. This makes the question more interesting. I think it is one of the most widely-read columns in the JAMBAR.



Reprinted from the New York Daily News

Letters To The Editor

MISS HIM AFTER ALL

After a whole year of McGinty's Baloney, I have come to the disgusting conclusion that I will miss him after all. Your paper will never find another columnist that can consistently turn out that kind of fantastic stuff. Next year's man may even have to fall back on writing about music.

R.C.

A MAN'S ANSWER

In answer to the so-called women who put that letter about Yoco boys in a recent issue, all we have to say is that if we don't suit the girls in this school, they don't have to go out with us. However, as far as we can see, there is little or no danger of this happening in the near future.

THE BOYS

WHY THE SHORTAGE?

Let me remind all our politically-inclined readers that while our pilots are out numbered at least three to one in the air over Korea, General Eisenhower reports that he hopes to have 4000 planes in Europe soon. With that kind of support, it is no wonder that we cannot win in Korea. The only wonder is that the fliers over there don't refuse to fly instead of the ones down in Texas.

W.W. II VET

GONNA BE FIXED?

This poll you are taking - how are you going to fix it to let your boy Taft win? If it is run square, you know that Eisenhower will win. I am waiting patiently to see just how you handle it.

J.R.

TOO LONG?

Whats the idea of publishing that windy letter in the last issue? Usually this Letters column is the best thing in the paper, but the last one was as dry as Boardman.

D.S.

FIRST GOOD ONE

Ordinarily I don't read your editorials, but your last one on the steel issue was very good. I especially liked the point you made, namely that the "Inherent Powers" cannot be reconciled to the Constitution, but only replace it. Somehow, the working man must be made to see that this is the real issue - and that his union leadership is fooling him.

K.M.

GOOD FOR SOMETHING

One thing about that picture of Walt Dropp - it got a shot of Ted Williams in your paper, and he deserves it. In all probability, Big Ted is all washed up now, and while he was around, he sure got a dirty deal from the fans. Why not give him a little plug?

RED SOY FAN

HIT THE SPOT

Your editorial, in last issue, about the steel strike, was the best that you have written all year. It is well that someone should mention the fact that the real trouble is something above and beyond whether or not there should be a strike at this time. The heart of the matter is that President Truman is trying to initiate a new concept in American Constitutional Law. As Mr. Magg said in a recent editorial, if it takes a steel strike to keep limited power away from the president, then it is worth it.

NIGHT STUDENT

GOOD DEAL

Congratulations on your showing at the recent newspaper convention. Both you and the paper did very well. Maybe it will make it all worth some of the trouble you had this year.

A STAFF MEMBER

WHY NO BETTER?

Why wasn't Open House better attended? It seemed that the students who did come enjoyed themselves as well as learned something, but somebody didn't push it hard enough. That was a lot of work for nothing.

B.C.

VIEWS GOOD

The recent Sporting Views have been very good - better than those crummy editorials that you used to have. Now you are putting some interesting information on the sports page. Keep it up.

J.N.

STUDENTS!

Positions Now Open!

JAMBAR staff positions now open for next year.

Apply at JAMBAR Office

Off the Record . . .

by JIM MCGINTY

Did you know that Benny Jones, the "Pride of Yankee Lake", recently recorded a couple of tunes for Lion Records? You can get the disc right now - but don't wait - when I last saw it, it was selling like free beer samples. The ballad side is called "April", a tune written by some of the boys (in the band) and the reverse is an oldy, "When you're Smiling". Both of them sound great. Our guess is that the public will gobble them up and ask for more.

Last week the Stag Dance had a band...no...I take that back...it was an orchestra or was it? That is my problem Mr. Anthony. Was the band a band or was it an orchestra? Oh, you want details...well there was a semi-pro playing the piano. He must have been a golfer, cause he sure as blazes wasn't a piano player. Then some gumsmoke carried a trombone around all night. Yea, that's what I said. He carried it...maybe he was a '35 man and brought along his gas pipe to fix a leak. Boy, he sure did.

The rest of the band and I use the term loosely, consisted of a Viola player, string bass and a...watch it now...a drummer. Oh, my back! Then to top off the evening, a buddy of mine got left high and dry by his girl friend. Did he say...another girl...he did not. He said "let's go some place nice and quiet and talk". So we did. Oh, my head! If it isn't the thing its two things...

New Trend

Although the major trend in the music business for the past couple of years has been to the country and cornball idiom, a contradictory tendency has been sending Tin Pan Alley looking more and more into the classics for its top materials.

Among the recent pop entries with classical origins is "You", a waltz tune taken from the opera "La Boheme", which SAMMY KAYE made for Columbia. Another, "Since My Love Has Gone", by TONY BENNETT is based on "La Traviata". Currently, "Kiss of Fire", has been taken from another standard by way of the Latin theme of "El Chocolor". Her NIBBS, Miss GEORGIA GIBBS, is the winner of this popular record ... ELLA FITZGERALD is at the Towne Casino in Cleveland. How long???...HILDEGARDE at the Hotel Hollenden recently set a record of \$30,000 in six days. Hilly doesn't work on Sunday...has to count her money sometime, doesn't she??...

Speaker: "I have lived in this town all my life. By actual count there are fifty-five tap-rooms and saloons in the town, and I am proud to say I have never been in one of them."

Voice: "Which one is that?"

Williams Barber Shop
212 North Phelps
Open 8 a. m. to 6 p. m.

The LINCOLN
Cheerful Atmosphere!
LUNCHEONS — and — Refreshments
MRS. METZGER Proprietor

Employers Seek Cultured Grads

New York, N.Y. - (I.P.) - There is an increasing demand among employers for business college graduates who are not only well grounded in technical knowledge but also possessed of an appreciation and understanding of cultural values, Dean G. Rowland Collins of New York University's School of Commerce, Accounts, and Finance declared in his annual report released here recently.

"Obviously, the graduate is required to have the basic technical information necessary for participation in the specific field of his choosing," Dean Collins said. "However, management realizes he will be more valuable as an administrator if he has also an established background in the arts and sciences.

"Because of the highly competitive spirit of our economy the business student must be instructed in the understanding of human beings."

dit about bands and vocalists and can type 120 words per minute. Simple...no fuss, no muss, by heck you better have your "copy" in on time or the editor will flatten your skull...If you can't type at the speed mentioned above, a one finger technique will do...You'll be s-o-r-r-y. Don't say I didn't warn you, "Buster".

Flat Records of Square Tunes

Les Paul-Mary Ford... "The Carioca"...Les must have recorded this standing on his head. Wow...electronic pyrotechnics and stuff.

Lou Dinning... "Torment"...It sure is. If JOHNNIE RAY has a singing sister, it would have to be Herr Dinning...who else...maybe Clark Gable. Anyhow, the title of the song tells the story.

Fountain Sisters... "I Grabbed for the Engine"...I think they missed it.

Duke Ellington... "Blues at Sundown"...a difficult platter with new sounds.

Gisele MacKenzie... "What'll I Do"...After this record who knows. In fact, who cares?

To Whom It May Concern:

If there are any people who would like to be the "hacker upper" of the music column next fall, please be so kind as to let me know. The only requirement is that you like to listen to records, know the latest

With the Greeks . . .

by Nancy Crofford

Welcome to all the new actives! What do you think of those shampoos the Greeks give? Don't worry though, you can get your revenge on next year's pledges.

Last Friday was a busy day around here and thanks should be given to all who helped with Open House. Also compliments to ROTC for their colorful Military Ball.

The Phi Sigs and Alpha Deltas wish to thank their pledges for the picnic they gave them last Sunday. Former Alpha Delt Barb Taylor, now an Ensign in the Waves, was on hand. However none of the Navy manuals ever told her what to do when two Phi Sigs fall into the water.

This summer weather is bringing back hot dog, potato salad, baked beans and baseball time. Alpha Pi Epsilon is holding a date picnic this Sunday. The near future is also bringing up a joint picnic with the Phi Sigs, Alpha Deltas, Pi Beta Chi and Beta Sigs attending.

Big Night

Tonight is "H" night for the Phi Lambbs. Their installation will be held the 12th. Their next coming event will be a Dinner Dance June 13th at the El Rio.

Health Night came off OK for Pi Beta Chi except Chester Eckman drove half way out Warner Rd.

in the ditch. An installation banquet will be held May 11 in honor of the new actives, Chuck Dittmar, Jim Amal, Jay Bennett, Paul Richardson, Don Tarka, Wayne McCauslin, Dave McClure, Bill Crowover, Milan Roh, Joe Simeo and Tom LaPaze.

Formal Next

The Beta Sigs are holding their Formal Dinner Dance at the Mahoning Country Club tomorrow night. A Pink Lady will be chosen from the active members.

Gamma Sigma is making plans for their annual Dinner Dance. Did you see water boy George Shurtrump at the Bear Brunch?

Bossone's was the scene of the Phi Sig Installation Banquet last night. May 11th the Alpha Delta will hold a tea at Pollock Hall at which time their pledges will be installed.

Next big event: May Day and May Day Dance with Billy May and his orchestra.

Be Happy- GO LUCKY!

At archery I am a whiz - I hit just what I like; But when I aim for better taste, I smoke a Lucky Strike!

Judy Schlosser
Barnard College

In a cigarette, taste makes the difference - and Luckies taste better!

The difference between "just smoking" and really *enjoying* your smoke is the *taste* of a cigarette. You can *taste* the difference in the smoother, mellower, more enjoyable taste of a Lucky... for two important reasons. First, L.S./M.F.T.-Lucky Strike means fine tobacco... fine, mild tobacco that tastes better. Second, Luckies are *made to taste better*... proved best-made of all five principal brands. So reach for a Lucky. Enjoy the cigarette that *tastes better!* Be Happy-Go Lucky! Buy a carton today!

L.S./M.F.T.-Lucky Strike Means Fine Tobacco

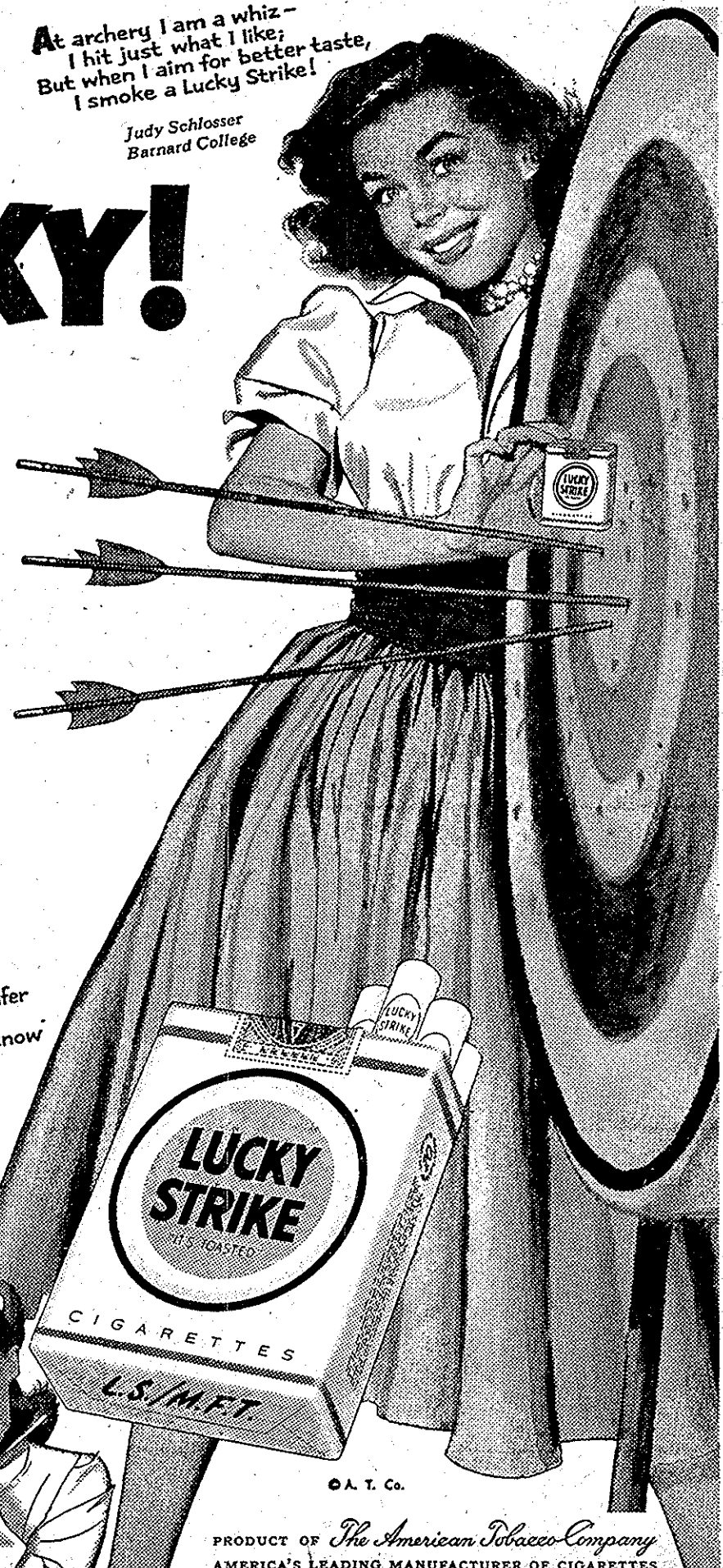


From Darwin's work we might infer Man once lived up a tree; And some still do who do not know That L.S./M.F.T.

Marvin E. Whatley
Iowa State College

If you're the kind that likes a smoke, Come morning, night or noon - Remember L.S./M.F.T. And buy a carton soon!

Claire Brown
U. C. L. A.



© A. T. Co.

PRODUCT OF The American Tobacco Company
AMERICA'S LEADING MANUFACTURER OF CIGARETTES

Looking Around...

with Jack De Rose

PROFESSORS CRITES and FOLEY and their cooperating assistants did a fine job on the recent college open house. All the displays were inspiring.

Restraining his athletic ability (he plays ping-pong). TOM CULKAR is now actively employed as a soft ball umpire. His peculiar desire not to wear pads or a mask has resulted in several lumps and a black eye. He didn't say whether it was the ball or one of the ball players that caused the damage.

For an interesting and hilarious afternoon I suggest spending Wednesdays from 2 to 4 watching the girls play soccer (or a reasonable facsimile). Members of this bloomer brigade are NANCY FURGESON, JAN MACK and ESTHER DeLISSIO.

"MURDER IN THE CATHEDRAL" was another feather in PROFESSOR FOLEY'S cap last week. He did a superb job of directing different and highly interesting play. The cast was excellent and as a group, matched and even surpassed some professional plays I've seen.

The square root of the GILBOY sisters, LEONA, was nineteen May 5th. That explains why she preferred standing with her back to the wall all day Monday.....

The annual May Day dance will be held on May 23rd at Idora Park's beautiful ball room. Music will be furnished by none other than that current box-office attraction BILLY MAY. VIRGINIA PITTS will reign as queen and the attendants will be MARION FARNELL JULIE KARAVARA and DAHLIA VITUCCI.

JEANNE LAW was a visitor of our fair campus while home from Kent State University and had much praise for their quarter system. Jeanne, who was in Gamma Sigma sorority during her attendance at Yoco, admits that she has to study a little harder, but that's all right since finals arrive in about ten short weeks.

Many students think that the semester system is not in keeping with the most modern colleges and universities. I'd like to see a poll taken to determine the disposition of the students on the question, "which would you prefer at Yoco: The quarter system or the present semester system?"

For quite a while, PAT GILBOY has been moping around, missing all the parties and so forth, but as of late, she seems to be perking up. Reason? Tony is coming home. And I DO mean TONY VIVO.

There are a good many close friendships on the campus but few reach the inseparable status attained by BOB YUHAS and CHARLES CRAIG. Look closely! Their height and looks are almost identical.

Reach for a cloud and sometimes you can come back with the silver lining. At least DAN MICHAILS and DAN DE GENOVA think this. They both were recently accepted into Dental school.

In case you haven't heard, the cafeteria has been rechristened CENTRAL HALL. It still looks the same to me.

Businesses Asked To Aid Schools

(Continued from Page 3)

tion, has now gone further and is urging business enterprises to assume a larger and more concrete responsibility for the financial support of education.

The association announced that it was taking this new position because "influential leaders in industry and business were concerned over relative 'freeze' in funds available for education at the very time when educational needs were expanding and educational costs were mounting even more rapidly."

Taxes Blamed

"It was pointed out that the progressive rate principle in income taxes has halted the building of private fortunes, which once formed the source of large endowments and other bequests to education.

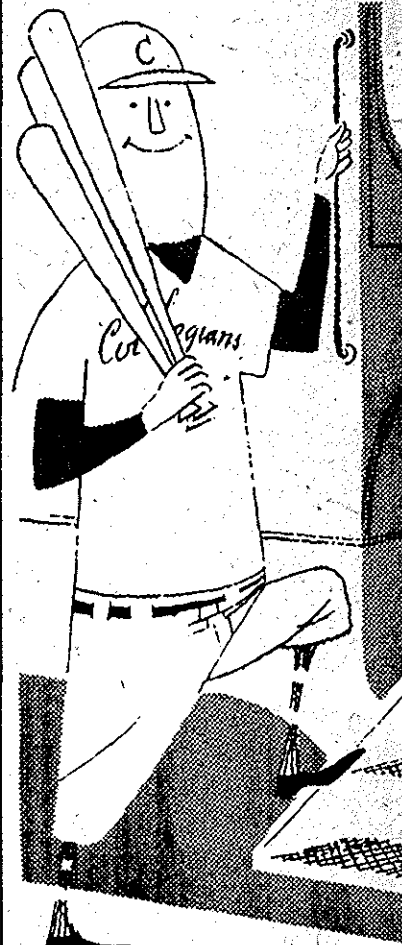
"At the same time, Federal taxes are taking more and more of the income earned in each community and state, leaving less money available for education and other needs. Compounding these forces has been inflation, which, by halving the value of the dollar, doubled the need for dollars just to maintain existing faculties, facilities, and standards.

Forces Decision

"This squeeze of economic forces, which threatens the very existence of many institutions of higher learning, and is weakening all education, formed the background for the NAM's decision to act.

First Cannibal: Gosh, I forgot the roast. The missionary is burning.
Second Cannibal: Holy smoke!

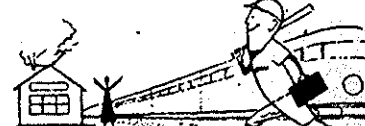
Home Run BY TRAIN!



IT'S A HIT! The fun of a train trip home with friends... enjoying roomy comfort and swell dining-car meals.



IT'S A STEAL! Gather a group of 25 or more heading home in the same direction at the same time. Then go Group Coach Plan... returning separately next fall if you wish. You each save up to 38% compared with one-way tickets!



SAFE AT HOME! You'll get home promptly as planned on the train... with safety and all-weather certainty no other travel can match.

ASK YOUR RAILROAD TICKET AGENT ABOUT GROUP PLAN AND SINGLE ROUND-TRIP SAVINGS
EASTERN RAILROADS

just arrived! our summer collection of clear, \$3 and \$5 famous-maker's

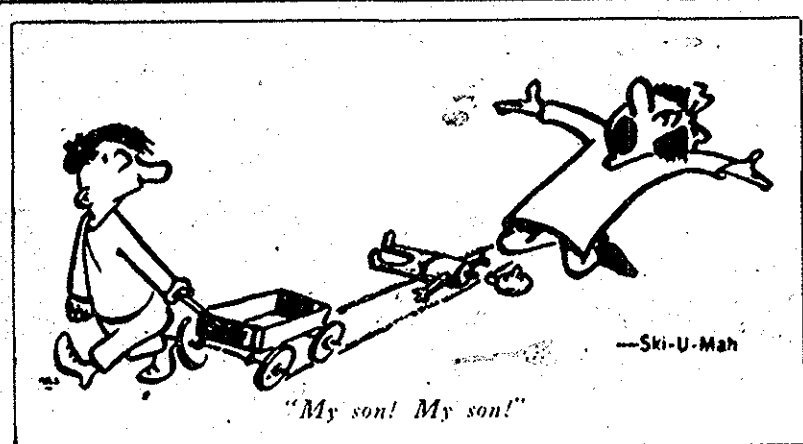
White Jewelry

\$1.00

Like the sudden flash of a Pepsodent smile... a strand of clear-white jewelry at your neckline, or a bracelet at your wrist. Come NOW while our selection is at its peak... while you can match two or three or even four pieces! These make topnotch summer-time gifts too!

(Jewelry, Street Floor)

McKelvey's



"My son! My son!"

ATTENTION STUDENTS!
Positions Now Open!
JAMBAR staff positions now open for next year.
Apply at JAMBAR Office

Are you wondering how best to use your college education?

Would you like to enter a profession which acutely needs young persons of college caliber and high ideals?

Have you considered the field of mortuary practice?

Are you sufficiently interested in your future possibilities to write for information?

CLEVELAND COLLEGE OF MORTUARY SCIENCE

1885 EAST 79th STREET
CLEVELAND 3, OHIO

Scholarly Nicholas Udall affirmed—

"Mirth^h prolongeth life, and causeth health"

Ralph Roister Doister

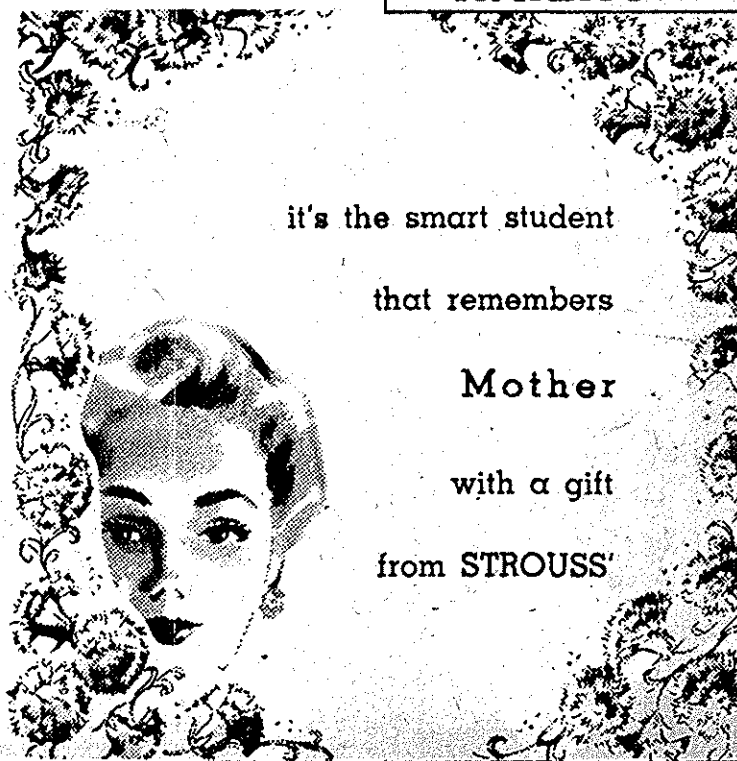
Cares fade away and good cheer joins the gathering when frosty bottles of Coke are served.



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it's the smart student that remembers Mother with a gift from STROUSS'

Sporting Views

by Danny Michaels

By now everyone can see that the predictions about the St. Louis Browns are coming true. Ask the Indians. Anyway, we decided to look up a little something about the man who is, along with Bill Veeck, chiefly responsible for the amazing show the Browns are putting on, - Rogers Hornsby.



Rogers Hornsby

Hornsby was born in Austin, Texas April 27, 1896. He went baseball-daffy very early, and his first job was as bat-boy for the Fort Worth club. He made his pro debut in 1914 with Hugo, Okla., and hit only .232. The next year, at Dennison, Texas, he hit .277, good enough for the Cards, who bought his contract for a measly \$500! The Cards didn't know it, but they were getting probably the greatest right-handed hitter of all time.

Rog competed in the majors 23 years. In that time he was batting champ seven times, homer king twice, leader in total hits and doubles four times. He connected for 2930 base hits in 8173 trips for a lifetime batting mark of .358. His high mark of .424 in 1924 still stands as the highest in modern baseball. And he only cost the Cards \$500!

Hornsby became manager of the Cardinals in May, 1925, replacing a man named Branch Rickey. The next year he led the Cards to a pennant and a World's Championship, beating the Yanks in the Series. That was the time when Rog brought in Pete Alexander from the bullpen in the seventh game to strike out Tony Lazzeri, with the bases loaded. Hornsby still considers this his biggest moment in baseball.

In spite of all this, the Cards traded the Rajah at the end of that season because he demanded a three-year contract. He went to the Giants, and from then on he began to have trouble. He managed and played with the Braves, Cubs and finally ended up with the Browns, as player-manager. His last year in the majors was in 1937 when, at 41, he hit .321! Now, 15 years later, he is back in the majors, once again as manager of the Browns. But he no longer has the opposition fearful of his mighty bat - now they are scared of his "souped-up" Brownies.

THE NEUTRAL CORNER

by Sharky Parker

If things keep going the way they are in the American league, who knows, I may have picked a winner in the Boston Red Sox. No fooling though, can't a few of you people realize the facts. I'll admit the Cleveland Indians are tough, the New York Yankees have a great name, but the BoSox have the ball players.

Now that the first month of the season is just about finished, here's

our opinion of the clubs in both leagues.

AMERICAN LEAGUE

Boston Red Sox -- Too tough, should go all the way. Walt Dropo's big bat huge factor.

Cleveland Indians -- Pitching will keep them around second. Too many weak spots - short, third and left.

New York Yankees -- Spirit alone keeps them in the first division. Could use DiMaggio - That's Dom's course.

(Continued on Page 8)

J. Paul Sheedy* Switched to Wildroot Cream-Oil Because He Flunked The Finger-Nail Test



"YOUR HAIR looks as though it's been in the rein, deer," a campus Caribou told Sheedy. "If you want to horn in on the securities, it might behoof a man of your ilk to try Wildroot Cream-Oil. America's Favorite Hair Tonic. Contains soothing Lanolin. Non-alcoholic. Grooms hair neatly and naturally all day long. Relieves annoying dryness. Removes moose, ugly dandruff. Helps you pass the Finger-Nail Test!" Paul got Wildroot Cream-Oil and now no girl wonders whether he's man or moose! If your moose is cooked by unruly hair, collect a little doe and take a taxi-fermist to the nearest drug or toilet goods counter for a bottle or tube of Wildroot Cream-Oil. And ask for it on your hair at the barber shop so your deer won't think you've let herd down. (What she'll say will be moose-ic to your ears!)

* of 131 So. Harris Hill Rd., Williamsville, N. Y.

Wildroot Company, Inc., Buffalo 11, N. Y.



Newman Take I-M Playoffs

The Newman Club, sparked by Captain Joe Yurcho, rolled to the I-M Bowling Championship by downing the Phi Sigs in the playoffs.

The Newmanites had earlier defeated the ROTC to gain the second half crown and a roll-off against the Phi Sigs, first half champs.

The new champs held a 50 pin lead at the end of the first game and increased it to 200 at the end of the second. From then on it was all over, and the Phi Sigs bid for three successive titles was broken.

Take Team Honors

The Newmanites also swept team honors, with a high game of 941 and high set of 2680. In individual games Curtis was high with 604 while Vross and Herman tied for high single game with 234.

Honors for individual averages went to Vross with 171. Zill followed closely with 170.

The banquet for all bowlers will be held Sunday, May 18, at Ma Perkins. All those planning to attend should contact John Curtis, Phone - 43477. Sunday noon is the deadline.

Penguins Meet Gusties In '52 Grid Opener

Yoco Penguins will open their 1952 gridiron season at Rayen Stadium Sept. 27, playing host to the Golden Gusties of Gustavus Adolphus College.

The Penguins will have an eight game schedule with five of the contest being played at Youngstown.

Coming in to Youngstown will be Baldwin Wallace, Mount Union, Marshall, Toledo and Gustavus Adolphus.

The three road contests will have Yoco traveling to St. Francis (Pa.) and Bowling Green University for afternoon games and to Cleveland for a night affair with John Carroll.

None of the opponents are new to Youngstown College schedules, with St. Francis, Bowling Green, Mount Union, John Carroll and Baldwin Wallace being holdovers from last season. Toledo, Marshall and Gustavus Adolphus were Penguin rivals in past years.

All home games will be night contests at Rayen Stadium.

THE SCHEDULE

- *Sept 27- Gustavus Adolphus, home
- Oct. 4 - St. Francis at Loretto, Pa.
- *Oct. 8 - Mt. Union, Home
- *Oct. 18 - Marshall, Home
- *Oct. 23 - Baldwin-Wallace, Home

- *Nov. 1 - John Carroll at Cleveland
- Nov. 8 - Bowling Green at Bowling Green.
- *Nov. 15 - Toledo, Home
- * - Night Games

Alkanols Lead Softball League

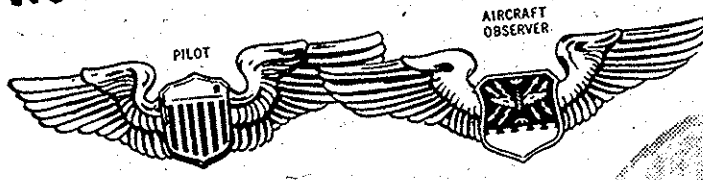
The Alkanols got off to a good start in the I-M Softball league by winning their first three games to take the league lead, one game ahead of the Varsity Hall nine, who have a 2-0 record.

Also close behind in the tight eight-team race are the Nu-Sigs, the Engineers, and Pollock Hall, all with 2-1 records.

The teams play every Wed., Thurs., and Fri., until all have played eight games.

Actor: The death scene was a riot.
Actress: How come?
Actor: The corpse got the hiccup.

Get This Postgraduate Course worth Thousands of Dollars!



New Aviation Cadet Program Offers Special Advantages To College Men Now Preparing for Military Service

Here is valuable postgraduate training that money can't buy! As an Aviation Cadet you can receive instruction and training worth thousands of dollars—at the same time you are serving your country. You can choose—immediately—between being a Pilot or Aircraft Observer in America's swiftly expanding Air Force. The Air Force encourages candidates to stay in school and graduate. Seniors and students with two years or more of college who anticipate early entrance into military service can receive unmatched training in flying and leadership for the years ahead.

WHO MAY APPLY

- AGE—Between 19 and 26½ years.
- EDUCATION—At least two years of college.
- MARITAL STATUS—Single.
- PHYSICAL CONDITION—Good, especially eyes, ears, heart, and teeth.

HOW TO QUALIFY

1. Take transcript of college credits and copy of birth certificate to your nearest Air Force Base or Recruiting Station.
2. Appear for physical examination at your nearest Air Base at Government expense.



3. Accomplish Flying Aptitude Tests and enlist for two years only!



4. The Selective Service Act awards you a four-month deferment while awaiting class assignment.



5. Immediate assignment to Aviation Cadet Training Classes starting July 19, August 19, October 2, and November 19, 1952.



6. Attend Aviation Cadet Training School for one year either as Pilot or Aircraft Observer. Get \$105 monthly plus food, housing, uniforms, and other benefits.



7. Graduate, win your wings. Commissioned second lieutenant, begin earning \$5,000 a year! Receive \$250 uniform allowance, 30-day leave with pay.

WHERE To Get More Details

Visit your nearest U. S. Air Force Base or U. S. Army—U. S. Air Force Recruiting Station or write direct to Aviation Cadet, Headquarters, U. S. Air Force, Washington 25, D. C.

U. S. AIR FORCE

Campus Poll

(Continued from Page 2)

Write-Ins Light

In addition, Justice William O. Douglas, Norman Thomas, Mrs. Eleanor Roosevelt, and Vice-president Alben Barkley each received one write-in vote. Kefauver was the strongest day-time candidate for the Democrats, while Truman and Stevenson were the favorites of the night students.

Comparing the results with the JAMBAR poll taken last fall, Yocco still has more Republican voters, but sentiment for Eisenhower has dropped slightly in favor of Taft, while Democratic voters have shifted strongly to Kefauver.

The street corner orator was anti-Irish. "Show me an Irishman," he yelled, "and I'll show you a coward."

A big Irishman stepped forward inquiring, "What did you say?" The orator was frightened but held to his guns and repeated his remark.

"I'm an Irishman," said the big man as he clenched his fist.

"And I'm a coward," said the smart orator, and went on with his speech.

Doctor: "Ask that accident victim his name, so we can notify his family."

Nurse (few minutes later): "He says his family already knows his name."

THE NEUTRAL CORNER

(Continued from Page 7)

Detroit Tigers -- Might nose out the Yankees, slow start, but will get tougher. Watch Hoef.

St. Louis Browns -- Will run out of gas darn soon, not enough veterans to become a contender. Maybe next year McFadden, you win ball games with runs, not spirit.

Chicago White Sox -- From the GO, Go White Sox they are now the Whoa, Whoa, boys.

Washington Senators -- Early season trades will keep them out of the cellar. Washington, first in peace, first in war and last in the American league.

Philadelphia -- Back down the cellar drinking beer. No pitching, or hitting.

NATIONAL LEAGUE

New York Giants -- Irvin's loss hurt, but Sal the Barber and Larry Jansen are tuff.

Brooklyn Dodgers -- Just won't make it, should use George Shuba a little, he's tuff.

St. Louis Cardinals -- "The Brat" and his boys have what it takes, should be trouble.

Boston Braves -- Spahn's pitching and Jethroe's hitting keep them in the first division.

Chicago Cubs -- Tough, but just a little green ... Watch out next year.

Accounting Outlook Good

More accountants are needed, especially cost accountants and CPAs; college graduates with courses in other aspects of business administration as well as in accounting have better chances of employment than those whose training has been limited to the accounting field.

Philadelphia Phils -- Playing in a tough league where the teams are tough -- Could be a top division threat if they get some hitting.

Cincinnati Reds -- Blackwell and Kluszewski just aren't enough.

Pittsburgh Pirates -- Lousy, not enough Major Leaguers on board. Feel sorry for Rosy Rosewell, and Ed Nogowski, they just don't have it. Bye Bye Billy Meyer.

Here 'N There.....

Add to the long list of Walt Dropo fans the following names. Mike Jones, Willie Green, Mike Hunt, Ned Mervos, Mrs. Dropo, John Popovich and Karl Malden .. Thanx to all of you. Have a few column fans, Poogy and Thally over in the operators office say they like to read this yarn... They sure have a good judge of talent ... Thanx girls.

A westerner entered a saloon with his wife and three-year-old son. He ordered two straight whiskies.

"Hey, Pa," said the kid, "ain't Ma drinkin'?"



gleams as it cleans
cleans as it gleams

Wildroot LIQUID CREAM SHAMPOO

More than just a liquid, more than just a cream ... new Wildroot Liquid Cream Shampoo is a combination of the best of both.

Even in the hardest water Wildroot Shampoo washes hair gleaming clean, manageable, curl-inviting without robbing hair of its natural oils.

Sooptess Sussy ... Lenolin Lovely!

P.S. To keep hair neat between shampoos use Lady Wildroot Cream Hair Dressing.

CHESTERFIELD - LARGEST SELLING CIGARETTE IN AMERICA'S COLLEGES

AT TEXAS U.

Mike's University Fountain Service

We certify that Chesterfield is our largest selling cigarette by 3 to 1
SIGNED M. J. Brown PROPRIETOR



3 to 1 because

CHESTERFIELD is MUCH MILDER with an extraordinarily good taste and NO UNPLEASANT AFTER-TASTE*

*From the Report of a Well-Known Research Organization